Your school’s athletic program can benefit from the support and expertise these individuals lend to Positive Coaching Alliance (PCA). PCA is a national non-profit committed to developing “Better Athletes, Better People” through training for youth and high school sports coaches, parents, student-athletes and organizational leaders.

A PCA PARTNERSHIP INCLUDES:

- **Research-based workshops** led by a dynamic PCA Trainer with deep coaching experience, or **Online courses** featuring video of the top coaches and athletes on PCA’s National Advisory Board
- **Year-round reinforcement of training** for leaders, coaches, parents and athletes with books, monthly emails and tools from the PCA Partner Website library.

**BENEFITS THAT YOUR ORGANIZATION WILL RECEIVE BY PARTNERING WITH PCA:**

- PCA-trained coaches develop youth athletes **as players and as people**
- PCA coaching techniques reduce players’ anxiety, making them **more coachable, confident and creative** in practice and games
- Hands-on education for parents results in better support for players and coaches
- Player retention numbers increase due to parents and players enjoying a more positive experience centered on **development of the person and the player**.

You win not only because you win games but because you build character in the athletes you coach.

Phil Jackson

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